



**WSOC-TV**

WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

**Advertiser**  
**Agency**  
**Buyer**  
**Salesperson**

Cowell for North Carolina Treasure(9687)  
**Media Strategies & Research (1583)**  
Lorimer, Suzanne  
Naylor, Stephen (1201)  
ph: (704) 371-3164

**Invoice** 653336  
**Inv Date** 11/25/2012  
**Terms** Net 30  
**Contract** 314446  
**Bill Type** Standard  
**Period** 10/29/2012 - 11/25/2012

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203-1907**

AgM

**Product** Political - State Candidate (1071)  
**Brand** POLITICAL (28001)  
**Acct Types** Local/Political  
**Est/Headline** 11204/  
**Demo**  
**Revision**  
**Comments**

**CO-OP Order Type** No/Normal  
**Package**  
**Gen. Date** 11/27/2012 2:04:35PM

Charlotte (WSOC)

## DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b>								
1.0	Spot	5:00:00AM- 5:30:00AM	Day, W-1	10/31/12 4:59AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1203H	\$425.00	
2.0	Spot	5:00:00AM- 5:30:00AM	Day, F-1	11/02/12 5:23AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1203H	\$425.00	
3.0	Spot	5:00:00AM- 5:30:00AM	Day, M-1	11/05/12 5:12AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1203H	\$425.00	
4.0	Spot	5:30:00AM- 6:00:00AM	Day, M-1	10/29/12 5:28AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1201H	\$425.00	
5.0	Spot	5:30:00AM- 6:00:00AM	Day, Th-1	11/01/12 5:52AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	JCNCT1203H	\$425.00	
6.0	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/30/12 6:08AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1201H	\$1175.00	
6.0	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1, W-1, Th-1, F-1	10/31/12 6:22AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1203H	\$1175.00	
6.0	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1, W-1, Th-1, F-1	11/01/12 6:12AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1203H	\$1175.00	
6.0	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1, W-1, Th-1, F-1	11/02/12 6:27AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1203H	\$1175.00	
7.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1	11/05/12 6:42AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1203H	\$1175.00	
7.0	Spot	6:00:00AM- 7:00:00AM	Day, M-1, Tu-1	11/06/12 6:43AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	JCNCT1203H	\$1175.00	
8.0	Spot	7:00:00AM- 8:00:00AM	Day, M-1	10/29/12 7:27AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1201H	\$1075.00	
9.0	Spot	7:00:00AM- 8:00:00AM	Day, W-1	10/31/12 7:48AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1203H	\$1075.00	
10.0	Spot	7:00:00AM- 8:00:00AM	Day, F-1	11/02/12 7:29AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1203H	\$1075.00	
11.0	Spot	7:00:00AM- 8:00:00AM	Day, Tu-1	11/06/12 7:59AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	JCNCT1203H	\$1075.00	
12.0	Spot	8:00:00AM- 9:00:00AM	Day, Tu-1	10/30/12 8:43AM (Tu)	00:30	GOOD MORNING AMERICA M-F 8A-9A	JCNCT1201H	\$975.00	
13.0	Spot	8:00:00AM- 9:00:00AM	Day, M-1	11/05/12 8:54AM (Mo)	00:30	GOOD MORNING AMERICA M-F 8A-9A	JCNCT1203H	\$975.00	
14.0	Spot	7:00:00AM- 8:00:00AM	Day, Sa-1	11/03/12 7:22AM (Sa)	00:30	EYEWITNESS NEWS SATURDAY 7A	JCNCT1203H	\$300.00	
15.0	Spot	7:00:00AM- 8:00:00AM	Day, Su-1	11/04/12 7:13AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	JCNCT1203H	\$300.00	
16.0	Spot	9:00:00AM-10:00:00AM	Day, W-1	10/31/12 9:50AM (We)	00:30	LIVE! WITH KELLY	JCNCT1203H	\$375.00	
17.0	Spot	9:00:00AM-10:00:00AM	Day, M-1	11/05/12 9:45AM (Mo)	00:30	LIVE! WITH KELLY	JCNCT1203H	\$375.00	
18.0	Spot	10:00:00AM-11:00:00AM	Day, F-1	11/02/12 10:49AM (Fr)	00:30	KATIE COURIC	JCNCT1203H	\$375.00	
19.0	Spot	12:00:00PM- 1:00:00PM	Day, M-1	10/29/12 12:13PM (Mo)	00:30	EYEWITNESS NEWS 12P	JCNCT1201H	\$375.00	
20.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/29/12 3:17PM (Mo)	00:30	DR. PHIL	JCNCT1201H	\$375.00	
20.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/30/12 3:32PM (Tu)	00:30	DR. PHIL	JCNCT1201H	\$375.00	
20.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	10/31/12 2:59PM (We)	00:30	DR. PHIL	JCNCT1203H	\$375.00	
20.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	11/01/12 3:24PM (Th)	00:30	DR. PHIL	JCNCT1203H	\$375.00	
20.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1, Tu-1, W-1, Th-1, F-1	11/02/12 3:42PM (Fr)	00:30	DR. PHIL	JCNCT1203H	\$375.00	
21.0	Spot	3:00:00PM- 4:00:00PM	Day, M-1	11/05/12 3:40PM (Mo)	00:30	DR. PHIL	JCNCT1203H	\$375.00	
22.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1	10/29/12 4:11PM (Mo)	00:30	DR. OZ SHOW	JCNCT1201H	\$825.00	
22.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1, Tu-1	10/30/12 4:20PM (Tu)	00:30	DR. OZ SHOW	JCNCT1201H	\$825.00	
23.0	Spot	4:00:00PM- 5:00:00PM	Day, Th-1	11/01/12 4:27PM (Th)	00:30	DR. OZ SHOW	JCNCT1203H	\$825.00	
24.0	Spot	4:00:00PM- 5:00:00PM	Day, M-1	11/05/12 4:09PM (Mo)	00:30	DR. OZ SHOW	JCNCT1203H	\$825.00	
25.0	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, F-1	10/29/12 5:23PM (Mo)	00:30	EYEWITNESS NEWS 5P	JCNCT1201H	\$1200.00	
25.0	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, F-1	10/31/12 5:21PM (We)	00:30	EYEWITNESS NEWS 5P	JCNCT1203H	\$1200.00	
25.0	Spot	5:00:00PM- 5:30:00PM	Day, M-1, W-1, F-1	11/02/12 5:27PM (Fr)	00:30	EYEWITNESS NEWS 5P	JCNCT1203H	\$1200.00	
26.0	Spot	5:00:00PM- 5:30:00PM	Day, M-1	11/05/12 5:23PM (Mo)	00:30	EYEWITNESS NEWS 5P	JCNCT1203H	\$1200.00	
27.0	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1	10/30/12 5:42PM (Tu)	00:30	EYEWITNESS NEWS 530P	JCNCT1201H	\$1300.00	
27.0	Spot	5:30:00PM- 6:00:00PM	Day, Tu-1, W-1, Th-1	10/31/12 5:42PM (We)	00:30	EYEWITNESS NEWS 530P	JCNCT1203H	\$1300.00	

**WSOC-TV**

WSOC-TV  
P.O. Box 37001  
Charlotte, NC 28237  
ph: (704) 335-4800  
fx: (704) 335-4960

**Advertiser** Cowell for North Carolina Treasure(9687)  
**Agency** Media Strategies & Research (1583)  
**Buyer** Lorimer,Suzanne  
**Salesperson** Naylor, Stephen (1201)  
ph: (704) 371-3164

**Product** Political - State Candidate (1071)  
**Brand** POLITICAL (28001)  
**Acct Types** Local/Political  
**Est/Headline** 11204/  
**Demo**  
**Revision**  
**Comments**

**Invoice** 653336  
**Inv Date** 11/25/2012  
**Terms** Net 30  
**Contract** 314446  
**Bill Type** Standard  
**Period** 10/29/2012 - 11/25/2012

**CO-OP/Order Type** No/Normal  
**Package**  
**Gen. Date** 11/27/2012 2:04:35PM

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203-1907**

AgM

Charlotte (WSOC)

**DUPLICATE INVOICE**

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
27.0	Spot	5:30:00PM- 6:00:00PM	Day,Tu-1,W-1,Th-1	11/01/12 5:57PM (Th)	00:30	EYEWITNESS NEWS 530P	JCNCT1203H	\$1300.00	
28.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1	11/05/12 5:52PM (Mo)	00:30	EYEWITNESS NEWS 530P	JCNCT1203H	\$1300.00	
29.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1	10/29/12 6:12PM (Mo)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
29.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1,Tu-1	10/30/12 6:22PM (Tu)	00:30	EYEWITNESS NEWS 6P	JCNCT1201H	\$1500.00	
30.0	Spot	6:00:00PM- 6:30:00PM	Day,Th-1,F-1	11/01/12 6:28PM (Th)	00:30	EYEWITNESS NEWS 6P	JCNCT1203H	\$1500.00	
30.0	Spot	6:00:00PM- 6:30:00PM	Day,Th-1,F-1	11/02/12 6:13PM (Fr)	00:30	EYEWITNESS NEWS 6P	JCNCT1203H	\$1500.00	
31.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1	11/05/12 6:21PM (Mo)	00:30	EYEWITNESS NEWS 6P	JCNCT1203H	\$1500.00	
32.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1	10/29/12 7:14PM (Mo)	00:30	INSIDE EDITION	JCNCT1201H	\$850.00	
33.0	Spot	7:00:00PM- 7:30:00PM	Day,M-1	11/05/12 7:19PM (Mo)	00:30	ABC WORLD NEWS TONIGHT	JCNCT1203H	\$850.00	
34.0	Spot	7:30:00PM- 8:00:00PM	Day,Tu-1,Th-1	10/30/12 7:46PM (Tu)	00:30	ENTERTAINMENT TONIGHT	JCNCT1201H	\$850.00	
34.0	Spot	7:30:00PM- 8:00:00PM	Day,Tu-1,Th-1	11/01/12 7:39PM (Th)	00:30	ENTERTAINMENT TONIGHT	JCNCT1203H	\$850.00	
35.0	Spot	8:00:00PM-10:00:00PM	Day,M-1	11/05/12 9:15PM (Mo)	00:30	Dancing With The Stars	JCNCT1203H	\$6000.00	
36.0	Spot	8:00:00PM- 8:30:00PM	Day,W-1	10/31/12 7:59PM (We)	00:30	CHARLIE BROWN SPECIAL: GREAT PUMPKIN	JCNCT1203H	\$4000.00	
37.0	Spot	8:00:00PM- 9:00:00PM	Day,Su-1	11/04/12 8:39PM (Su)	00:30	ONCE UPON A TIME	JCNCT1203H	\$6000.00	
38.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/29/12 11:23PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
38.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/30/12 11:13PM (Tu)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1201H	\$1200.00	
38.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	10/31/12 11:25PM (We)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1203H	\$1200.00	
38.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/01/12 11:26PM (Th)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1203H	\$1200.00	
38.0	Spot	11:00:00PM-11:35:00PM	Day,M-1,Tu-1,W-1,Th-1,F-1	11/02/12 11:30PM (Fr)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1203H	\$1200.00	
39.0	Spot	11:00:00PM-11:35:00PM	Day,M-1	11/05/12 11:23PM (Mo)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1203H	\$1200.00	
40.0	Spot			11/03/12			1 preempt @ \$1100.00	\$0.00	Program Change
41.0	Spot	11:00:00PM-11:35:00PM	Day,Su-1	11/04/12 11:22PM (Su)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1203H	\$1300.00	
42.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,Th-1,F-1	10/29/12 12:01AM (Mo)	00:30	Nightline	JCNCT1201H	\$500.00	
42.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,Th-1,F-1	10/30/12 11:46PM (Tu)	00:30	Nightline	JCNCT1201H	\$500.00	
42.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,Th-1,F-1	11/01/12 12:04AM (Th)	00:30	Nightline	JCNCT1203H	\$500.00	
42.0	Spot	11:35:00PM-12:05:00AM	Day,M-1,Tu-1,Th-1,F-1	11/02/12 12:05AM (Fr)	00:30	HIGH SCHOOL FOOTBALL EXTRA	JCNCT1203H	\$500.00	
43.0	<b>Contract Line Remarks:</b>		<b>LN Following College Football</b>						
	Spot	11:35:00PM-12:05:00AM	Day,Sa-1	11/03/12 12:04AM (Sa)	00:30	EYEWITNESS NEWS 11P M-SU	JCNCT1203H	\$1100.00	M/G For 40.0.1

**We warrant that the actual broadcast information shown on this invoice was taken from the official program log.**

Gross Total	\$71,575.00	Total Spots	65
Commission	(\$10,736.25)		
Net Total	\$60,838.75		